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Dear Professor:

Atherton Press was founded four years ago as a house specializing in professional books. Four years is not a long time as publishing goes. Yet we are fortunate enough to number among our authors Karl W. Deutsch, Carl J. Friedrich, Harold D. Lasswell, Nevitt Sanford, Robert W. White, and other distinguished scholars.

The reception of our professional books in the social sciences was so gratifying that eighteen months ago, when I took over Atherton's management, we were encouraged to broaden our field to include texts as well.

Today we would like to call your attention to two forthcoming books in sociology which will be of interest to you for your courses. You will find them described in detail in the enclosed pages.

These books, THE DYNAMICS OF MODERN SOCIETY by William J. Goode and THE PREVENTION AND CONTROL OF DELINQUENCY by Robert M. MacIver, are good examples of our criterion of quality--up-to-date in content and method, instructive and stimulating, and written by genuine scholars--in short, we hope, works of lasting merit.

We are proud to publish them. If you send in your reservation now, both books or either of them—as you choose—will be on your desk the first week of September. When you receive them you will agree, I am sure, that they deserve the attention of teaching sociologists.

For your convenience, we have enclosed a reply card. We look forward to hearing from you.

Yours sincerely,

Charles D. Lieber

Publisher

The Prevention and Control of Delinquency

ROBERT M. MACIVER NEW SCHOOL FOR SOCIAL RESEARCH

In this important and highly topical work, one of America's most eminent social scientists offers a fresh perspective on the causation of delinquency and proposes an all-inclusive strategy for coping with this serious national problem.

Dr. MacIver is singularly qualified to present new guidelines for a far-reaching program for the prevention and control of delinquency. As Director of New York City's Juvenile Delinquency Evaluation Program, he was for six years engaged in a thorough investigation of the many agencies and institutions in New York City concerned with the treatment and rehabilitation of delinquents. Later, under the auspices of the National Institute of Mental Health, he enlarged his study into the present work-a broader, nationwide survey of juvenile delinquency, dealing with the major groups affected, the conditions and causes to which higher and lower incidence are attributed, and the methods that research and experience have shown to be most promising.

The author makes clear that delinquency is caused by a complex and bewildering interplay of many factors and is hence not susceptible to simplistic explanations and solutions. In a highly sophisticated approach, he advances reasoned critiques of various current theories regarding the causation of delinquency, while suggesting that the two combined factors most closely associated with delinquency--notwithstanding its recent increase among middleclass youth--are urbanized poverty and ethnic or racial discrimination. Citing--among others--the encouraging results obtained by the establishment of "pre-delinquent gangs" by various organizations, he shows that prevention of delinquency is far more successful than rehabilitation.

Among his many valuable suggestions, Dr. MacIver emphasizes the need for a far more dynamic and centralized over-all strategy, consisting of closer coordination of programs, in nation as well as city, a sustained system of group after-care, and special training for law enforcement officers and judges to enable them to deal more competently with delinquents. In particular, he calls for better educational services, increased employment opportunities, and higher qualifications and salaries for counselors.

THE PREVENTION AND CONTROL OF DELINQUENCY, exploring an important aspect of urbanized life in instructive and absorbing detail, points the way for effective action in the various areas and for the numerous types of delinquent behavior. It provides a concrete description of the more important devices and experiments that are now being developed and practiced. Written by an outstanding authority, this major work on the theoretical understanding, control, and cure of one of the crucial problems of our urban civilization will be of lasting value to all students in the social sciences as well as to organizational leaders and workers and to educators and planners in the field.

224 pages \$6.50



THE AUTHOR

ROBERT M. MacIVER is a former President of the New School for Social Research and the founder of its Center for New York City Affairs. One of the most influential figures in modern sociology, he has held major appointments at Columbia University and at the University of Toronto and has been the recipient of eight honorary doctorates. Dr. MacIver is a Fellow of the American Academy of Arts and Sciences, the British Academy, and the American Philosophical Society as well as a member of other learned societies. Among his many books are Community, A Sociological Study, The Modern State, Society, an Introductory Analysis, and Social Causation.

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лля The Dynamics of Modern Society

EDITED, WITH INTRODUCTIONS AND NOTES, BY

WILLIAM J. GOODE COLUMBIA UNIVERSITY

This is a pioneering textbook-reader—a lively survey of today's fresh approaches to the basic formulations of sociology. An integrated, highly teachable presentation of some of the best contemporary sociological writing, it opens up broad new vistas for both teacher and students.

Organized along the lines of the introductory principles of sociology, THE DYNAMICS OF MODERN SOCIETY emphasizes how society functions: because social relations are always under tension and perpetually changing, they must be viewed in actual operation. Hence the book focuses more on role than on status, more on social interaction and transaction than on static social structures. Many of the contributions describe the interlocking of social processes and institutions—such as economic growth and family patterns, class and religion, deviance and bureaucracy, ethnic relations and corporate behavior—which, though more complex than static concepts, are far truer portrayals of actual social life. This dynamic view of society is alert to conflict, stresses the importance of power, and reflects the renewed interest in social change and in the related problems of revolution.

Another development in sociology today sees the discipline turning from preoccupation primarily with middle-class urban America to a concern with social relations in other societies. Hence, while most of these selections deal with the contemporary United States, they are either comparative or relevant to other countries as well. This approach, which Professor Goode has used with great success in the many introductory classes he has conducted over the twenty-five years of his teaching career, results in stimulating and fruitful comparisons and helps the student to understand better not only other social patterns but our own system and the role of the individual in it.

A large number of the readings are <u>cross-cutting</u>—an added benefit for both instructor and student. Many of the writings describe a particular <u>social</u> <u>setting</u> while they also analyze a social <u>process</u> or structure. The cross-cutting enables the instructor to have the student focus on the concrete setting (such as family, school, bureaucracy, occupation) or on abstract categories (such as social process, structure, or system) as alternative modes of organized reading.

While this book is designed specifically as a textbook-reader for the introductory course, its usefulness for a survey of the developments in modern sociology is obvious. These wide-ranging and challenging readings make up a work that is sound, original, and based on the latest findings and theories. It deals excitingly with the traditional and the more recent topics of sociology as well as the many areas of interpersonal and societal experience often by-passed in introductions to this engrossing field of study.

THE EDITOR

WILLIAM J. GOODE is Professor of Sociology at Columbia University. He was awarded a Ph.D. by Pennsylvania State University, has held appointments at other universities and has been a Guggenheim Fellow. He was Secretary of the Board and continues as a Trustee of the Social Science Research Council. He is also a member of the Board of Governors of the Bureau of Applied Social Research.

Professor Goode's books include RELIGION AMONG THE PRIMITIVES; METHODS IN SOCIAL RESEARCH, with Paul K. Hatt; AFTER DIVORCE; THE FAMILY; and, most recently, WORLD REVOLUTION AND FAMILY PATTERNS, for which he received the 1965 MacIver Lectureship Award.

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